

April 8, 2008

Jo Anne Wilder
Director, Press and Community Relations
NBC 10
10 Monument Road
Bala Cynwyd, PA 19004

Dear Jo Anne:

The Police Athletic League of Philadelphia, a 501c(3) organization serving 26,000 inner city young people with after school educational and athletic programs at 27 centers, is incredibly grateful to WCAU-TV (NBC 10) for their tremendous support of our organization. We could not succeed in our mission without entities like WCAU, who make us a priority and extend countless resources to our cause.

In the last three years alone, your financial contributions have totaled more than \$20,000 through support of our Award Dinner and through your efforts in last year's creative and exciting Avalon Challenge (which raised \$10,000 for PAL). In addition, the station has sent on air talent to numerous PAL events (generating publicity and revenue for our mission) including PAL Night at the Phillies, PAL Night at the 76ers, Live Chess and more. Further, WCAU has saved us thousands of dollars by producing videos which we've used to tell our story to thousands of viewers. WCAU also continually runs PAL public service announcements throughout the year and during peak times prior to PAL month each February. These messages reach an audience of millions through your viewing area and allow us to spread the word about our works and the programs available to families all over the city.

Dennis Bianchi, your President and General Manager, has served on our board for about 8 years and is currently our Chairman. He dedicates countless hours each month and has led PAL for the past two highly successful years. His leadership has been instrumental, as his energy, people skills, dedication and abilities are second to none.

WCAU-TV is among our greatest benefactors and friends. We could not do this without you and your resources and philanthropy (both financially and otherwise) have allowed us to thrive. You have blessed us many, many times over. Thank you for allowing us to be a part of your family and for allowing us to help thousands of inner city young people each day.

Sincerely,

Lt. Susan Slawson

Eric Cushing

Commanding Officer
Development

Sr. Director of